

Since there are a number of stations included in the current Daily Station order which have not carried national business before, and because there have been some errors in the handling of older accounts, this summary of the procedures used on national orders should be required reading for all staff members involved in this phase of your operations.

AVAILABILITIES

When an account decides to buy time on any station, the first thing they want to know is what times (and/or programs) are available for sale. We endeavor to keep up-to-date program schedules on all stations in this office, but we don't always succeed. It is even more difficult to keep records of what spots are available, so stations receive, from time to time, requests for information on availabilities. Answers are usually required quickly.

ADJACENCIES

Accounts considering spot announcements usually want to know not only the times available but also the names and types of the preceeding and following programs (so that they can decide on the suitability of the offered time for their product). This information is called "adjacencies."

OPTIONS

Occasionally you may be asked to hold a certain period of time (i.e., not to sell it locally or fill it with an immovable program) while approval is being obtained from an advertiser for its purchase. If approval is not obtained, options will be cancelled as early as possible. Optioned time should be programmed with regular sustaining programs, or with programs which can easily be moved to a different time.

ORDERS

Where speed is a factor, accounts may begin on "verbal order" before written orders reach you. In any case, if the written time order does not reach you by the requested starting date, you should wire or phone for instructions.

Time orders are made on a standard form, used throughout the broadcasting industry. The conditions which govern these orders are printed on the back of the blank. You will receive two copies of each order. The red one is to be signed by an authorized officer of your station and returned immediately to New York. It constitutes your acceptance of the order under the conditions printed on the back.

The information given on the face of the order regarding broadcast dates, hours, and number of times should be considered authoritative. Specific authorization is required for any deviation from the order.

CHANGING THE TIME OF A BROADCAST

The time of a sponsored broadcast (or spot) may be changed only with the authorization in advance of the advertiser or his agency. Requests for changes should be made to the New York office, where they will be taken up with the account. Only when the station has been notified of permission granted will the change be recognized. Otherwise the program is regarded as canceled, and the account cannot be expected to pay for it.

CANCELLED BROADCASTS

If a broadcast is cancelled for some unavoidable and unpredictable reason (transmitter failure or an important news event) this office should be notified by wire or phone immediately. We will then try to get permission from the account to make up the broadcast at another time. If no satisfactory substitute time is arranged, the account does not pay for the missed broadcast.

The discount to which an advertiser is entitled is not affected by cancelled broadcasts. Thus, if 13 programs are ordered and only 12 are aired, the account still gets the 2% discount for 13 times, this discount applying to the charges for 12 programs.

AFFADAVITS

Affadavits or performance are required by most advertisers. They are signed statements made before a notary public, of the number of broadcasts made. On national accounts, one affadavit is made out for each account each month. The affadavits are filled out according to our (and the agency's) records and are mailed immediately after the last broadcast in each calendar month.

They are to be checked against your station log and, if correct, signed and notarized and returned to this office at once. Bills can not be submitted to the client until all affadavits are returned. Your affadavits should be mailed so as to reach here not later than the fifth of the month.

If the affadavit does not check with your records, communicate with this office immediately.

BILLING

When all affadavits are returned the client is billed from here. Checks and statements are mailed to stations after payment is received, or about the 20th of the calendar month following the month of broadcast.

QUESTIONS

All questions concerning the handling of national accounts should be referred to the New York Office with speed. When there is any uncertainty, you should check rather than run the risk of making a mistake.

Intercollegiate Broadcasting System
WKCR Hamilton Annex
Columbia University
New York 27, N.Y.

B 1722 2/20/48